FROM THE DESK OF **RICK STIRLEN.....** 7/14/92
TO: JACK / NANCY / DIANE / RITA
SUBJECT: 1993 PETERSEN NEGOTIATIONS

AS A PRELUDE TO OUR DISCUSSIONS WITH THE PETERSEN GROUP FOR 1993, WE SHOULD KEEP MERCHANDISING OPPORTUNITIES TOP-OF-MIND.

THIS YEAR, WE SUCCESSFULLY USED THEIR SUITE AT THE INDY 500 ALONG WITH ACCOMMODATIONS AND MEALS TO ASSIST IN ENTERTAINING SOME OF OUR KEY CUSTOMERS AND OTHER VIP'S. THERE IS STRONG INTEREST IN WORKING WITH THEM ON THIS AGAIN NEXT YEAR AND THIS SHOULD BE PART OF OUR UP-FRONT DISCUSSIONS. THERE MAY ALSO BE OTHER THINGS WE WILL WANT TO DO WITH THEM BUT THIS IS KEY.

LET'S DISCUSS IN MORE DETAIL AS WE FINALIZE OUR NEGOTIATING STRATEGIES OVER THE NEXT FEW WEEKS.

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Source: https://www.industrydocuments.ucsf.edu/docs/sjbk0004